The first International edition of this textbook provides students with an introduction to the basic concepts and principles of social psychology from an interactionist perspective. The presentation of classic studies and theories are balanced with insights from cutting-edge, contemporary research. An emphasis on real-world examples and applications is intended to guide students to critically analyze their situations and social interactions in order to put their knowledge to effective use.

This cover was adapted by eCampusOntario. eCampusOntario is a non-profit organization funded by the government of Ontario. Visit OpenLibrary.eCampusOntario.ca to learn more.

Cover Image: cocoparisienne (https://pixabay.com/photo-850330/) used under CC0 (https://creativecommons.org/publicdomain/zero/1.0/).